

\$300,000 Well Invested

AS the New Year opened, the first guns were fired in two of the largest campaigns of advertising ever done in a short space of time by a Philadelphia house.

In the three months beginning this week, \$127,000 will be invested in advertising *The Country Gentleman* in the centres of agricultural production throughout ten middle western states.

In four months, \$87,000 will be invested in advertising *The Ladies' Home Journal* in large centres throughout the country.

These campaigns, together with others already under way or completed, will bring the advertising investment of The Curtis Publishing Company from October 1st to May 1st to a total of \$300,000—not including space used in our own columns, and direct mail work.

The word *investment* is used advisedly. This sum has been appropriated not as an expense of the business, but as an investment in the business.

The Curtis Publishing Company believes that the present season offers perhaps greater opportunity than ever before for reaping the full advantage of powerful, well-directed advertising.

All of the advertisements in these campaigns are appearing in the Public Ledger and Evening Ledger

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman

**THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA**